

TIOGA THEATRE

An Epochal Achievement

A Decade Ago

was born a new and interesting novelty in the form of moving pictures. It took the public by storm. We crowded all over each other to get into a dingy, ill-ventilated hall to gaze at this wonder. A dime-novel story served for the plot, a deep-dyed-in-the-wool villain pursued a beautiful heroine until foiled by a handsome and daring hero. A reel was the unit of measure for our entertainment, and we usually were shown three of them for a nickel. A ragtime artist pounded out horrible music on a "tinpan" grand piano, because it was thought a necessary part of the entertainment. Each new picture we saw was a little more sensational, a little more impossible than the one before, until finally the climax was reached. Then a great change took place and the *Picture Play* appeared. It is a far cry from the impossible *movie* of former days to the fine art picture play of today. Pronounced the first distinctly American art, this modern version of animated pictures is entertainment beyond comparison. It is one of the greatest works of man—great as an educator, great as an influence to better things. It is a veritable wonderland of truth and fiction, of tragedy and mirth, of travel and science.

To the Tioga

Theatre belongs the distinction of presenting *picture plays* in their highest development, amid surroundings well-nigh perfect. Ever a pioneer in refined entertainment, ever the first to adopt the most artistic ideas, we have secured what is, without doubt, the greatest innovation since the first motion picture was thrown on the screen. Of all the artistic embellishments of the *picture play*, the most important is music; music that will blend with the action of a picture in the same manner that it blends with the action in opera; music to increase and make perfect the enjoyment of a *picture play*; music that will lift you from the realm of the spectator and make you part of the play. Various attempts have been made to solve this difficult problem. We have had orchestras, both human and mechanical, organs and pianos, and, while each fulfilled its own mission, they fell far short of the ideal.

The Choralcelo

is the first and only satisfactory accompaniment to the *picture play*. It is like nothing else the world of music has ever known. Compared with it, modern musical instruments are relatively crude and imperfect. On hearing it, you are immediately impressed by its full, rich, abundant tone—rich in the soft, tender, dreamy passages; rich in the strong, thrilling music. It can be made to bring out such a volume of sound as to crash out like thunder, a deep clear resonant note to swell and throb in eloquent appeal, and from that to die away until it resembles the sweet note of the flute or the far-away harmony of bells. While the *Choralcelo* is neither an organ nor an orchestra, it is capable of producing subtle, delicate sound-tints that mirror the very timbred character of each orchestral instrument, so distinct and yet so blended that the effect is that of a perfect symphony.

The Tioga is

a theatre of beauty, of comfort, of refinement—a temple of the world's finest in *picture plays*. It now adds the crowning achievement to its long list of artistic triumphs. It will have the first and for a long time the only *Choralcelo* in Philadelphia, and will become the Mecca of music-lovers. All the soul-stirring melodies and concerted numbers that have immortalized the names of the great composers will be presented in all their grandeur by some of the most famous musicians, whose exquisite renditions are the standard by which all other artists' performances are judged. You will never realize the utmost in amusement until you visit the Tioga Theatre.

TIOGA
THEATRE
"The Playhouse With a Personality"

17th and Venango Sts.

(3700 North Seventeenth St.)

Exclusive showing of

Paramount and Metro Pictures

Three Performances Daily -- 2:00, 7:00 and 9:00 p. m.

DEDICATION RECITAL

of

The Choralcelo

MONDAY, MAY 22, 1916

